Jason Dafnis Content Marketing Strategy, Creation & Management | Multimedia Production | Portfolio | Email | LinkedIn

I've always been curious. I've gotten to flex that curiosity in a lot of ways in my career (it was particularly handy as a journalist), but my core strength is in using it to build and support the narrative at the core of a brand. I love making all the individual things, and as a content leader, I've trained myself to focus beyond the one-offs. I get to the 'why' of every message, every decision, so our content puts forward what our people want to know — not just what *we* want to say.

SKILLS (WHAT I *CAN* DO)

- Content strategy, management, and production
- CMS (Drupal, WordPress, Hubspot)
- SEO/GEO (Semrush, Ahrefs, BrightEdge)
- Using AI for content research and efficiency
- Reporting and analytics on content effectiveness
- Managing internal and external content resources
- Using CRM for content development (Salesforce)
- Go-to-market research, strategy, and support
- Podcast production (including on-air and VO)
- Basic photo and video editing
- Media relations (pitching, press, earned media)
- Creating and managing client relationships

PREFERRED RESPONSIBILITIES (WHAT I'D LIKE TO DO MORE OF)

- Multichannel content creation and ideation
- Multimedia production (video/podcast/other)
- Content management and strategy
- Branding, messaging, and storytelling

EXPERIENCE (WHAT I *HAVE* DONE)

Capsule, a Design & Branding Agency | *Marketing Manager* | *Aug. 2026 – Present* capsule.us

- **Crafting and formalizing Capsule's content strategy,** editorial standards, and frameworks to define how the Capsule brand shows up in its third decade.
- **Writing cross-channel marketing content** for web, social, and email, including written, audio, and video content.
- **Nurturing thought leadership for marketing** and leading content pitching and development for earned media.
- **Owning end-to-end event planning and management processes** for monthly "Think & Link" speaker panel.

Elixir Technologies | *Content Marketing Manager* | *Sept. 2025 – July 2026* elixir.com

- **Owned full-funnel content strategy across channels**, from development through publishing, including blogs, videos, websites, ebooks/white papers, case studies, social media, Sales support content, and much more.
- **Increased organic traffic by 215% with end-to-end website management** aligned to best practices for SEO/GEO.
- **Managed social media channels and increased organic reach by 405%** with full-funnel content development.
- **Corralling brand message around use cases and differentiators** (instead of being 'everything for everyone').
- **Reaching across teams regularly** to align marketing content to Sales priorities, GTM strategies, and more.

Perforce Software | *Content Manager & Marketing Writer, Puppet* | *July 2022 – July 2025* Samples

- **Created, managed, and optimized full-funnel, cross-channel content strategy** for legacy B2B SaaS products.

Words At Work | *Senior Writer* | *July 2021 – July 2022* wordsatwork.com

- **Created high-impact B2B content** across channels (including web, earned media, and video).

StoryTeller Media + Communications | *Brand Journalist (2020 – 2021), Content Manager (2021)* storytellermn.com

- **Created and strategized content** for web, email, advertisement, social media, lead gen, and more.

Strother Communications Group | *Acct Exec (2015 – 2017), Sr AE (2017 – 2019), Content Strategist (2019 – 2020)* Samples

- **Created and managed content and client relationships** for multiple long-term B2B clients, including websites, blogs, video, branding, and public relationships.

Hillsdale Daily News | *Staff Writer* | *Jan. – Dec. 2015* hillsdale.net

- **Wrote and edited local news** for print and online publication (court beat, local events, features).